

Historic, Archive Document

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You Can Grow These Orchids

NO MATTER WHERE YOU LIVE!

PUREST WHITE DENDROBIUM SPRAY

Blooming size.....\$15.00

CATTLEYA SPECIES

Large orchid color corsage type blooms. Blooming size plants (see inside).....\$8.98

BILLBERGIA PYRAMIDALIS

Not an orchid but a Bromeliad. Very showy, extremely easy to grow. Urn shaped plant, upright cluster of flowers, scarlet petals with blue tinge. Grows well outside in warm climates, in a pot in the house in cold climate. Blooming size.....\$2.00

GROW YOUR ORCHIDS THIS SIMPLE WAY

The requirements of Orchids are few and are easily met in the average home. They are:

- 1. PLENTY OF SUNLIGHT.** A south or east window, unshaded from November until March, lightly shaded from 9:30 to 3:30, with a thin gauze-like curtain the rest of the year. (If the plants can be placed out in the yard under light shade during the months when no frost occurs so much the better.)
- 2. SUFFICIENT WARMTH.** The usual house temperature of 60-70 degrees at night and 65-85 degrees in the day is fine. No damage is done by occasional drops by the thermometer even into the thirties if only for short periods.
- 3. FOOD.** If you want flowers year after year and strong husky growth feed your plants with a solution of one teaspoonful **Fenorco Plant Food** to the gallon of tepid water. Feed weekly.
- 4. WATER.** Water plants heavily only once per week—lightly once or twice weekly. Remember, let them dry out between watering.

When in Florida visit the Orchid Jungle where this photograph was taken. Only 25 miles south of Miami. Follow signs on U.S. No. 1. A crushed coral trail winds through a natural Florida jungle between great oak trees where at all times orchids from all over the world bloom in abundance. Every day every lady gets an orchid.



Water with tepid water by pouring water over the plant—always water during the morning—the water will run directly through the pot. A plant in a 5" pot should have, for a heavy watering, approximately one-half gallon of water poured through it. It is best, when watering, to take the plants to the kitchen sink or a laundry tub and to do the watering there. The gravel pan (Cake Pan) mentioned in paragraph 6 is used only to prevent dripping and to keep the plants from drying out too quickly. It is not a means of watering.

5. CLEANLINESS. The easiest way to keep a few plants healthy and clean is to wipe them down weekly with a wet cloth or sponge and a mild soap such as Ivory. During this process remove the papery sheaths from old growth. If you leave a little suds on the plants it won't hurt them.

LARGE ORCHID COLOR CATTLEYA HYBRIDS

Often blooming several times yearly. Blooming size plants \$15.00—25.00—35.00

PURE WHITE CATTLEYA HYBRID

Bloom several times a year. Blooming size.....\$25.00

LAVENDER-BLUE VANDA MARGARET FENNELL

Blooms several times a year. Plants \$6.50—8.50—10.00—12.50. Blooming size.....\$17.50 to \$25.00

6. EQUIPMENT. The plants can easily be grown in any room with sufficient light with only very simple equipment. Get a large shallow

pan or dish a glass or aluminum cake pan is fine. Fill the pan with gravel to the top and with water to about 2/3 the depth of the gravel, place the pan on the window sill or over the radiator in front of the window and place the orchid pot on the top of the gravel. Keep the water level as constant as possible, but always below the bottom of the orchid pot. (See illustration on page 3.)

This pan of wet gravel keeps the plant from drying too fast, provides sufficient humidity for the plant, prevents excess water from staining the floor and window sill (and incidentally helps provide more pleasant living conditions in the room for you by adding some needed humidity.)

7. REPOTTING. All our plants come to you in pots. They will not need repotting for about two or three years.

If, by accident, a pot is broken, obtain one of the same size and firmly press the plant and osmunda fiber into it.

Orchids That Are Easy to Grow

- | | | |
|-----------|---|--------------------|
| 84 | CAKE PAN SPECIAL
Includes two Cattleya plants of flowering size, large corsage type lavender blooms, one Hybrid Cattleya seedling in 3-in. pot and 1 pound Fenorco Hydroponic Plant Food. Value \$22.50..... | \$16.98 |
| 85 | HYBRID CATTLEYA SPECIAL
Three fine young plants, including one Hybrid Cattleya Plant in 4-in. pot in sheath, should bloom within 3 to 4 months; 1 plant in 3-in. pot, 6-in. to 8-in. tall and 1 plant in 2½-in. pot, 2-in. to 4-in. tall. This collection provides one flowering size plant and 2 smaller plants to grow on. All plants are of good parentage. Includes also 1 pound FENORCO Hydroponic Plant Food. Value \$35.00..... | \$24.98 |
| 86 | CATTLEYA SPECIES
Single plants. These are flowering size plants of the regular corsage type orchids. Furnished in spring, summer or fall and winter flowering varieties. Price includes one pound FENORCO Hydroponic Plant Food..... | \$8.98 ea. |
| 87 | CATTLEYA SPECIES
Larger plants as above which should bloom on 2 or more stems. Price also includes one pound FENORCO Hydroponic Plant Food..... | \$12.98 ea. |
| 88 | CATTLEYA HYBRID SEEDLING SPECIAL
Seven fine young Cattleya seedlings in 2-in. to 3-in. pots, each plant 2-in. to 4-in. tall. These plants should bloom within 2 to 5 years. Price also includes one pound FENORCO Hydroponic Plant Food. Value \$18.50..... | \$11.00 |
| 89 | SUPERIOR VARIETY COLLECTION
Includes nine plants in all as follows: Four mature flowering size Cattleya plants (large lavender corsage type flowers), 2 fine hybrid Cattleya seedlings, one white, in 4-in. pots; should bloom within 12 months, 3 fine hybrid Cattleya seedlings in 3-in. pots, should bloom within 1½ to 3 years. Price also includes 5 pounds FENORCO Hydroponic Plant Food. Value \$75.00..... | \$54.98 |
| 90 | ORCHID FANCIERS' COLLECTION
Includes 6 mature flowering size Cattleya plants (large lavender corsage type flowers), 4 fine Cattleya hybrid seedlings (1 white in these); Should bloom within 12 month; 1 Cluster Cattleya flowering size, 1 Dendrobium flowering size, 6 fine Cattleya hybrid seedlings in 3-in. pots; should bloom within 1½ to 3 years. Also includes 10 pounds FENORCO Hydroponic Plant Food. Value \$167.00..... | \$107.00 |
| 91 | EXTRA SPECIAL
Most Flowers per Dollar Collection. This collection consists of two Cattleya plants, each with two flowering bulbs. These are large, heavy plants and will produce as many, or more, flowers as 4 plants of our \$8.50 size or as two of our No. 84 Collections, at a very considerable saving. In addition these are among our strongest plants. Price also includes 1 pound FENORCO Hydroponic Plant Food. Value \$35.00..... | \$23.98 |

SOMETHING NEW

GORGEOUS WHITE PHALAENOPSIS HYBRIDS

These plants are easily grown in the home or greenhouse if our simple instructions are followed. Produce beautiful sprays of long lasting white flowers. Large flowering size plants in 5" pots in bud.....\$17.50

SPECIAL

Two small plants, should bloom within a year, plus potting material and one pound Fenorco Hydroponic Plant Food all for only.....\$12.50



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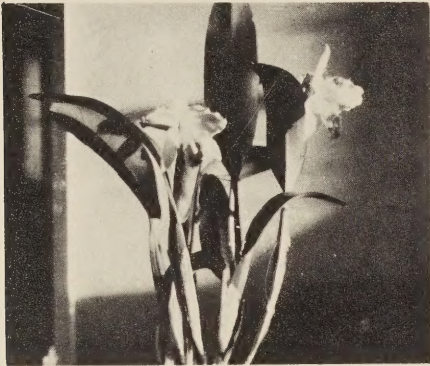
First Class Permit No. 20, Sec. 34.9, P. L. & R., Homestead, Florida

FENNELL ORCHID COMPANY

Orchid Jungle

HOMESTEAD, FLORIDA





**WHEW! IT'S COLD
UP THERE!**

**UNIVERSITY OF ALASKA
COLLEGE, ALASKA**

27 January 1953

Fennell Orchid Company
Homestead, Florida

Gentlemen:

The *Cattleya trianae* which you sent me by air last October has just bloomed, having four beautiful blossoms from two sheaths, and we are delighted with it. You may be interested to know that on the day the first blossom opened, the outdoor temperature here was 60 below zero, our coldest day this winter. I was far from sure that the plant would be able to bloom at all here, since in the months of November, December and January we have only about four hours of daylight and the air is exceedingly dry. However, I followed your instructions exactly, and the plant is certainly a triumphant success, giving a great deal of pleasure to our friends here on the faculty of the University of Alaska. Is it perhaps your farthest north orchid?

I am wondering what procedure ought to be followed when the plant has finished blooming. Should it rest, out of the light, and with less water? How long is the interval between bloomings? Thank you for any help you may be able to give me in keeping my Alaskan orchid happy!

Very truly yours
Mrs. T. M.

BEST ORCHID BOOKS

"ORCHIDS ARE EASY TO GROW"
By Logan and Cospier

Easily read and practical in its approach to most of our problems. For the more serious grower.

Price postpaid \$6.50

"HOME ORCHID GROWING"
By Rebecca T. Northen

Particularly slanted at the beginner who, at least at first, intends to grow his plants in the home. Very fine.

Price postpaid \$6.50

"A GARDEN IN YOUR WINDOW"
By Jean Hersey

A delightful little book on growing plants in the home. About 30 pages devoted to Orchids. A fine and interesting—very practical—book.

Price postpaid \$3.50

TERMS:

Unless Otherwise Stated
Cash With Order. All prices F.O.B.
HOMESTEAD, FLORIDA

Mr. Fennell —

Please tell me --

DO YOU SHIP ORCHIDS? We ship orchid plants all over the world as well as to thousands of satisfied customers throughout the U.S. and Canada.

HOW OFTEN DO ORCHIDS BLOOM? *Cattleya* species plants usually bloom one time per year per lead, though large plants of *C. trianae*, *C. Mossiae* and *C. Gaskelliana* sometimes bloom on two bulbs per lead per year. Some of the better hybrids bloom several times per year.

HOW LONG DOES AN ORCHID PLANT LIVE? We have plants at the ORCHID JUNGLE that we have had in the family since 1888.

DO YOU SELL ORCHID SEED? We were the first commercial orchid growers to offer orchid seed for sale to the public, and we issue a periodic list of orchid seed. Generally it is not worthwhile to try orchid seed growing unless you expect to grow the plants commercially or unless you are interested in having a laboratory hobby. If, however, you wish to try it, first read about the process in one of the modern books on orchid culture, such as "ORCHIDS ARE EASY TO GROW" or "HOME ORCHID GROWING."

DO I NEED A GREENHOUSE TO RAISE ORCHIDS? Not unless you wish to raise them in large quantities. They can be raised

in your home by the Cake-pan method (see below) if you have a sunny window and follow the directions.

MUST I HAVE A GLASS CASE TO GROW ORCHIDS IN MY HOME? No, in almost all cases it is easier and more satisfactory as well as much cheaper to grow plants on the "cake pans" than in closed cases. Glass cases inside the house usually cut down the light available to the plants, they are too stuffy and generally plants in them are kept too wet.

I LIVE IN CANADA—CAN YOU SHIP ORCHID PLANTS TO ME? Yes, write to your Canadian Department of Agriculture, Ottawa, and request that they send you an import permit. You will be sent a permit number and an address sticker. Send the address sticker to us with your order. We advise shipment to Canadian points only between May 1st and October 1st. Any shipments made outside the above period to points in Canada must be entirely at the buyer's risk.

CAN I USE TAP WATER FOR MY ORCHID PLANTS? Yes, generally speaking water that you can drink is perfectly safe for orchids. If you feel there is an excess of chlorine in the tap water let the water stand overnight in a shallow pan or boil it. In cold weather warm it enough to take the chill off.

WHY DID MY ORCHID LOSE A LEAF? Any orchid plant is likely to lose a leaf occasionally. On *Cattleyas* this should occur one

FENORCO PLANT SPRAY CONTAINING DDT

The Best All-round Spray for Most Orchid Insect Pests

One Pint, Postpaid	\$3.50
One Quart, Postpaid	\$5.50
One Gallon, Postpaid	\$16.00

A NO. 94 SUPER

CAKE PAN SPECIAL

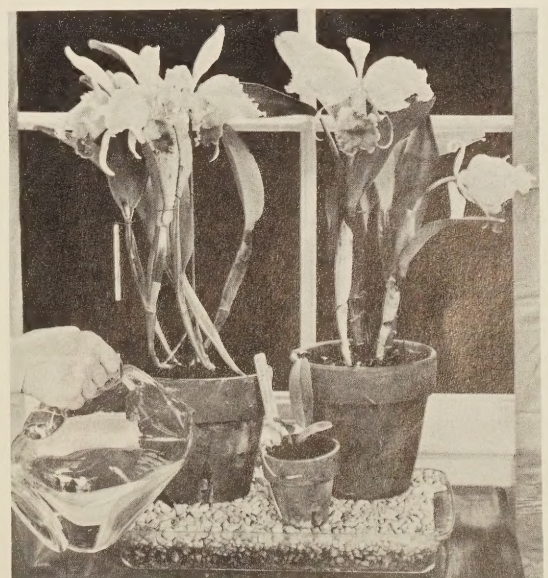
in bud and bloom. These

are *Cattleya trianae* plants.

All our plants come to you

in pots. (Unless you specify

otherwise.)



FENNELL ORCHID COMPANY, HOMESTEAD, FLORIDA

or two at a time and new growths usually replace the lost leaves. Some Dendrobiums, and many terrestrial orchids such as Bletia, Calanthe, Phaius and Spathoglottis are deciduous and regularly lose their leaves each year. Overwatering of deciduous Dendrobiums may prevent their leaf-drop but by preventing it you may prevent flowering.

DOES ARTIFICIAL LIGHT BENEFIT ORCHIDS? Many orchids, both species and hybrids, are light controllable, but many others are not, and the whole matter is highly experimental. If you wish to use artificial light with the idea of lengthening the day for your orchids remember that you are experimenting and the results may vary.

WE PACK ALL PLANTS VERY CAREFULLY — WE GUARANTEE SAFE DELIVERY — ANYTIME — ANYWHERE IN THE UNITED STATES

COLOR TRANSPARENCIES OF ORCHIDS

We have a large collection of very fine 35 mm. Kodachrome transparencies of our orchids. A good representative collection of copies of our pictures consists of 20 pictures, each different. The collections are priced as follows:

3 pictures for \$1.35 postpaid.
10 pictures for \$3.75 postpaid.
20 pictures for \$7.50 postpaid.

WE WANT YOU TO SUCCEED!

Our orchids are all carefully selected, strong, healthy plants. We do not sell back bulbs or culls. If you want to succeed, start right with strong plants. We furnish growing instructions with all plants.

FENORCO HYDROPONIC PLANT FOOD

Used Successfully by Thousands of Orchid Growers Around the World

1 pound Postpaid	\$1.75
5 pounds Postpaid	\$4.50
10 pounds Postpaid	\$8.00



A fine dark Cattleya Hybrid at the Orchid Jungle

Wonderful Gifts

for

MOTHER — FATHER — BIRTHDAYS — ANNIVERSARIES

92—STARTER COLLECTION—Five fine flowering size plants, including 2 Cattleya trianae (Winter), 1 Cattleya Gaskelliana (Spring), 1 Laelia anceps (Fall), and 1 Dendrobium phalaenopsis (Fall), plus 1 pound of FENORCO PLANT FOOD. \$39.00 value. Transportation prepaid East of Rockies (in U. S.).....\$27.50
U. S. West Coast.....30.00

93—DARK HYBRID CATTLEYA—One of our finest, a beautiful big plant in sheath, plus one pound FENORCO PLANT FOOD. Transportation prepaid in U. S. East of Rockies.....\$25.00
U. S. Mountain States and West Coast.....27.50

94—SUPER CAKE PAN SPECIAL—includes one Cattleya plant with two leads and one with one lead plus a large hybrid Cattleya seedling in a 3" pot—plus one pound Fenorco Plant Food. Value \$30.00—Transportation prepaid East of Rockies in U. S.....\$19.95
U. S. Mountain States and West Coast.....22.95

YOU CAN EARN YOUR ORCHIDS!

Form An Orchid Club.

Write us for details.

FENNELL'S ORCHID NEWS

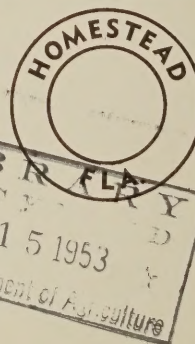
We publish a little paper called "Fennell's Orchid News," covering the many phases of Orchid culture, both in the home and commercially. It is sent free of charge to all customers who purchase \$10 or more of our plants or products. If you are not a customer its subscription price is \$1 for four issues.

WE DO NOT BREAK COLLECTIONS

We are sometimes asked to divide and ship a collection to two or more places. Unfortunately, we cannot do this. Collections are priced for shipment as one order to one address.

Fennell Orchid Company

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HOMESTEAD, FLORIDA



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